

ORDER



Orders

Order / Rev: 720058

Alt Order #:

Product Desc: Flight 10/3-10/5, 2012

Estimate:

Flight Dates: 10/03/12 - 10/05/12

Original Date / Rev: 10/02/12 / 10/02/12

Order Type: Political

KPNX

Primary AE: Mike Mejia

Sales Office: KPNX

Sales Region: LOC

Agency

Name: Up Agency

Buying Contact:

Billing Contact:

3370 N Hayden Road

Scottsdale, AZ 85251

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Penzone, P/ D/ Sheriff

Demographic: A25-54

Product Codes: IS-Candidate/Local Misc

Priority: P-2

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/05/12	11	\$3,600.00	\$3,060.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	11	\$3,600.00	\$3,060.00	0.00
Totals	11	\$3,600.00	\$3,060.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Mejia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	10/03/12	10/05/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	--WTF--		3			\$500.00		0.00				
2	KPNX	10/03/12	10/05/12	M-F Today Show II 9-10a Today Show II	CM	9-10a	--WTF--	:30	2	\$250.00	P-2	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	--WTF--		2			\$250.00		0.00				
3	KPNX	10/03/12	10/05/12	M-F 10-11a Kelly	CM	10-11a	--WTF--	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	--WTF--		2			\$225.00		0.00				
4	KPNX	10/03/12	10/05/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	--WTF--	:30	2	\$225.00	P-2	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	--WTF--		2			\$225.00		0.00				
5	KPNX	10/03/12	10/05/12	M-F 3-4p Ellen	CM	3-4p	--WTF--	:30	2	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	10/01/12	10/07/12	--WTF--		2			\$350.00		0.00				

*Tax 1 Note: Tax 0.5%.